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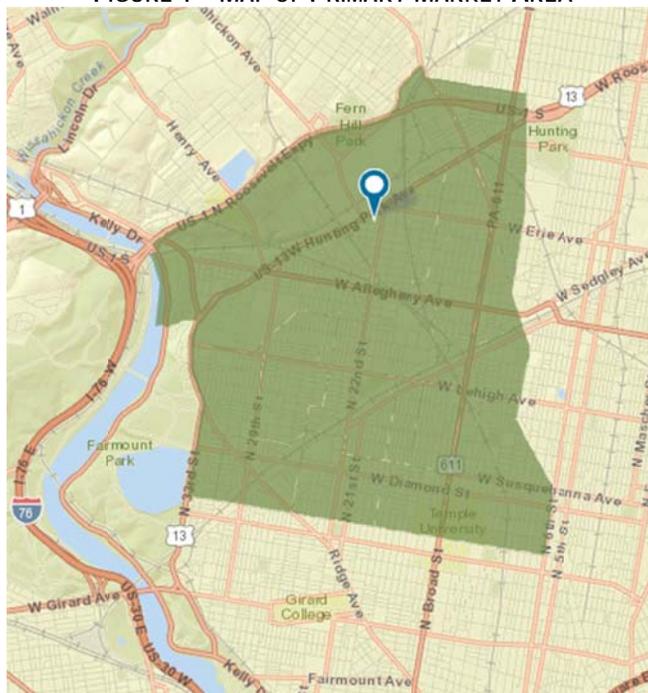
Allegheny West Primary Market Area

The Allegheny West Foundation Plaza, a mixed-use project to be located at 2221-32 West Venango Street, will provide the local neighborhood with affordable senior housing, retail commercial space, and additional office space. The surrounding area, known as the Nicetown-Tioga neighborhood of Philadelphia, was once a rural area that experienced periods of both industrial growth and population growth during the first half of the twentieth century. However as industry changes in the 1960s caused residents to move, the once ethnically diverse area became home to many abandoned structures and blighted properties.

Map of the Primary Market Area

PMA – The Primary Market Area has 25 census tracts and includes zip codes 19121, 19122, 19132, 19133, 19129, and 19140. The area extends north to the Roosevelt Boulevard and south to West Montgomery Avenue. It is bordered to the west by Fairmount Park, while its eastern border runs along Old York Road and Germantown Avenue (see Figure 1).

FIGURE 1 – MAP OF PRIMARY MARKET AREA



Source: ESRI Business Analyst (2014)

Population

There are 90,789 persons in the PMA, making up 33,959 total households. The PMA has become far less ethnically diverse over the last 50 years. As of 2014, 86% of the population classified as Black alone, 8% classified as White alone, and 5% were of Hispanic origin¹. The Hispanic population has been slowly growing, but the entire PMA is currently quite homogenous in comparison to the City as a whole. In Philadelphia, only 42% classified as Black alone while 41% classified as White alone and 14% were of Hispanic origin (see Table 1).

TABLE 1 – RACIAL DEMOGRAPHIC OF THE PMA AND THE CITY

Race	% of PMA	% of Philadelphia
Black alone	86%	42%
White alone	8%	41%
Hispanic	5%	14%

Source: ESRI Business Analyst (2014)

The proportion of 65+ seniors that comprise the total population is approximately 12%. About 24% of the households in the PMA are senior households. While the median income is \$18,605 for the entire population, the median household income for the senior population is approximately \$2,000 less (see Table 2). These median household incomes are approximately at the 30% AMI for a two person household (see Table 3).

TABLE 2 - 2013 POPULATION, AGE, AND INCOME

Primary Market Area	65+	All Ages	%65+
Population	10,624	90,789	12%
Households	8,041	33,959	24%
Median Household Income ²	\$16,880	\$18,605	91%

Source: ESRI Business Analyst (2014)

TABLE 3 – LIHTC MEDIAN HOUSEHOLD INCOME ELIGIBILITY BY HOUSEHOLD SIZE

Median Income	1 person	2 person
20%	\$11,040	\$12,620
30%	\$16,550	\$18,900
40%	\$22,080	\$25,240
50%	\$27,600	\$31,550
60%	\$33,120	\$37,860

Source: PHFA LIHTC Program (2014)

¹ The Census Bureau reports Hispanic as an ethnicity, not a race.

² For households 55+



Capture Rate

We compared the spread of age and income eligible seniors to the LIHTC income limits. Approximately 43% of the 65+ households in PMA are at the 20% AMI LIHTC income eligibility, 73% of the households meet the 50% AMI eligibility, and 85% meet the 60% income eligibility (see Table 4).

TABLE 4 – 2014 INCOME LEVELS FOR 65+ HOUSEHOLDS

Household Income Level	Number	Percent	Approximate LIHTC Median Income Level
<\$15,000	3,466	43%	20% ³
<\$25,000	5,910	73%	50%
<\$35,000	6,843	85%	60%
Total	8,041		

Source: ESRI Business Analyst (2014)

Using the information from tables 2-4, we calculated a capture ratio. At Allegheny West Plaza, five units will be reserved for families earning below 20% AMI, thirty will be reserved for those earning below 50%, and the nine will be available for those earning up to 60% of the AMI.

TABLE 5 – CAPTURE RATIO OF THE NUMBER OF ALLEGHENY WEST PLAZA UNITS TO INCOME ELIGIBLE 65+ SENIORS

Capture Rate Calculation	20% AMI	50% AMI	60% AMI
# of Available Units	5	30	9
# of Income Eligible 65+ Households	3,466	5,910	6,843
Capture Rate	0.14%	0.51%	0.13%

Source: ESRI Business Analyst (2014), Econsult Solutions (2014)

Conclusion

The chosen PMA is in need of affordable housing for low-income seniors. The calculated capture rates show that new affordable housing will be attractive to residents of the area. Judging by the demographics of the PMA, the demand for low-income housing far outweighs the supply, especially for the 65+ population. The Allegheny West Plaza will be located close to an array of amenities to provide services to its senior residents. The location is a few blocks from the new Bakers Square Shopping Center and a mile from the NewCourtland LIFE Senior Center. While the Plaza will provide 20 resident parking spots, a network of public transportation serves the community. Not only will the Allegheny West Plaza bring much needed residential, commercial, and office space to the area, but it will replace a blighted property. This, in turn, will positively affect the community, creating job opportunities, increasing street traffic, and improving nearby property values.

³ The data does not breakdown population statistics for households below \$15,000. This is the best proxy available for this population.

